

2005 Michigan Week Marketing Match

Sponsored by Cabela's, Michigan DECA, and the Michigan Department of History, Arts and Libraries



"Great Lakes, Great Traditions"



Cabela's, Michigan DECA, and the Michigan Department of History, Arts and Libraries (HAL) are excited to kick off this year's Michigan Week Marketing Match. We're challenging high school students across the state to come up with dynamic and effective marketing strategies to excite schools and communities about Michigan Week.

Michigan Week, an annual celebration of the Great Lakes State, was founded in 1954 by the late Don C. Weeks, then director of the Michigan Department of Economic Development. His goal was to find a unique means of promoting state pride among citizens, celebrate the rich heritage and features that make Michigan special, and market the state of Michigan locally, regionally, and nationally. Michigan Week included a similar contest - with newspaper templates for students to promote what was important to them...and it's exciting to revive this tradition of student based promotion. More details about Michigan Week can be found at www.michigan.gov/michiganweek.

We encourage you to celebrate Michigan Week and put your creative energy into the Michigan Week Marketing Match. Schools have a choice of creating a marketing and promotion plan for either the school as a whole or the local community. A panel of judges will review the entries and choose a first- and second-place winner in each category (school campaign or community campaign), but the people of Michigan are the real winners! Your promotional programs will help spread the word that this tradition is alive and well throughout the state.

Match Description

- Design and implement an advertising campaign to promote Michigan Week 2005. The campaign should last for three weeks – the two weeks prior to Michigan Week, and Michigan Week itself (May 21-27, 2005).
- Participants may choose to create a plan that targets either their school or community. A first- and second-place winner will be selected in each category.
- Participants must use the Michigan Week logo and theme, the Cabela's logo, and the Michigan DECA logo on all publications. Logos can be downloaded from Michigan DECA's website at www.mideca.org.
- Up to three project chairpersons will be recognized individually at the awards presentation.
- Campaigns must be **implemented** during the timeframe proposed.
- Participants will submit a complete portfolio with descriptions and/or photos of their proposed campaign to the Michigan Department of History, Arts and Libraries by **February 19, 2005**. The portfolio must follow the submission guidelines.

Awards

The winning campaigns will be announced during the Recognition Session at Michigan DECA's Career Development Conference on March 12, 2005 at the Hyatt Regency, Dearborn. In addition to these top awards, all schools that enter the Match and implement their campaign will receive certificates of participation and additional recognition during Michigan Week. Details of this recognition will be announced at a later date.

Community Campaign

First Place – The winner will receive a school plaque, and the project chairpersons will be eligible to attend DECA's International Career Development Conference to participate in the Leadership Development Academy or Senior Management Institute*. The winning entry will be showcased on the HAL and Michigan DECA web sites. The project chairpersons will also have an opportunity to be interviewed on WJR's "Travel Michigan" radio program. The project will also be displayed in the Michigan Library and Historical Center's rotunda during Michigan Week.

Second Place – The winner will receive a school plaque and will have the opportunity to display your campaign on the Michigan DECA and HAL web sites. The project will also be displayed in the Michigan Library and Historical Center's rotunda during Michigan Week.

School Campaign

First Place – The winner will receive a school plaque, and the project chairpersons will be eligible to attend DECA's International Career Development Conference to participate in the Leadership Development Academy or Senior Management Institute*. The winning entry will be showcased on the HAL and Michigan DECA web sites. The project chairpersons will also have an opportunity to be interviewed on WJR's "Travel Michigan" radio program. The project will also be displayed in the Michigan Library and Historical Center's rotunda during Michigan Week.

Second Place – The winner will receive a school plaque and will have the opportunity to display your campaign on the Michigan DECA and HAL web sites. The project will also be displayed in the Michigan Library and Historical Center's rotunda during Michigan Week.

**Note: Up to three project chairpersons are eligible to attend only if they are paid members of DECA by February 1, 2005. The Leadership Development Academy is for members through grade 11; the Senior Management Institute is for high school seniors.*

Submission Guidelines

In order to fairly judge all entries, each submission must follow the following guidelines:

Title Page. The first page of the entry is the title page, which lists the following in this order:

2005 Michigan Week Marketing Match
List either "School Campaign" or "Community Campaign"
Name of high school
School address
City, State and Zip
Names of project chairpersons (up to three)
Date
Chapter Advisor (or sponsoring teacher)

The title page will NOT be numbered, nor will it count towards the page limit.

Table of Contents. The table of contents must follow the title page. It must list the Roman numeral sections and the page on which each section starts. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will NOT be numbered, nor will they count towards the page limit.

Body of the Written Entry. The body of the written entry begins with Section I, Executive Summary, and must continue following the sequence listed here. The first page of the body is numbered “1” and all following pages are numbered in sequence.

- I. Executive Summary (no more than one page)
- II. Objectives of the Campaign
- III. Target Market (indicate school or community, and give a brief description)
- IV. Plan Description
Identify your plan, describe your strategies and tactics, and your advertising and promotion methods (i.e. flyers, brochures, radio spots, TV spots, etc.)
- V. Media Relations (press coverage)
- VI. Public Relations (community or school involvement)
- VII. Advertising and Promotion Schedule/Timeline
- VIII. Budget
- IX. Statement of Benefits
- X. Appendix. The appendix is limited to five pages of documentation, samples, and exhibits of items used in the campaign. The appendix is not included in the 14-page limit.

Project Standards

In addition to following the outline above, when preparing your entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants.

- 1. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (Item #WEF000. Order by calling DECA Images at 703-860-5006). No markings, tape or other material should be attached to the folio.
- 2. Sheet protectors may not be used.
- 3. The body of the entry is limited to 14 pages, not including the title page, table of contents, or the appendix. The appendix is limited to 5 pages.
- 4. The pages must be numbered in sequence starting with the executive summary. Do not use separate sheets between sections or as title pages for the sections.
- 5. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
- 6. The entry must be typed/word processed (not handwritten). Only material in exhibits, charts and graphs may be handwritten. Handwritten corrections to typed text are unacceptable and will be penalized.
- 7. All material must be shown on 8 ½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages, and tabs may not be used.
- 8. Illustrations (figures) used to enhance understanding of the text and scanned photographs are permitted throughout the document. Decorative artwork and desktop publishing decorative techniques are not permitted. All graphically designed samples must be contained in the appendix.
- 9. The entry must follow the sequence outlined. No sections may be added. Sections not included will be given a score of zero. Page numbers of the Roman numeral sections must appear in the table of contents. Each section must be titled, including the appendix.

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Project Evaluation Form



School: _____ Advisor: _____

Project Chairpersons: _____

School Phone: (_____) _____ School Fax: (_____) _____

Advisor Email: _____

Project Area: _____ School Campaign _____ Community Campaign

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
Executive Summary	5	4-3	2	1-0	_____
Campaign Objectives	10-9	8-5	4-3	2-0	_____
Target Market	5	4-3	2	1-0	_____
Plan Description	20-15	14-8	7-3	2-0	_____
Media Relations	10-9	8-5	4-3	2-0	_____
Public Relations	10-9	8-5	4-3	2-0	_____
Advertising / Promotion Schedule	15-13	12-6	5-3	2-0	_____
Budget	15-13	12-6	5-3	2-0	_____
Statement of Benefits	10-9	8-5	4-3	2-0	_____

Total Score (100 points possible)

Judges' Comments: